

## EXPERIENCE

### Communications Specialist • Urban Racks

SEPT 2019 - JAN 2021 Surrey, BC

- Organized documentation and created collateral which resulted in the company being awarded a 5-year contract with TransLink BC.
- Constructed new product specification documents adhering to color utilization, branding, and content positioning guidelines.
- Demonstrated understanding of condition mapping, flow chart creation, information hierarchies, and interface responsiveness.

### Event Coordinator • Cloverdale BIA

MAY 2018 - AUG 2018 Surrey, BC

- Organized information & documentation survey/interview data resulting in invaluable event feedback.
- Facilitated community engagement by orchestrating promotional social media campaigns.

### Sandwich Artisan • Subway

SEPT 2016 - JAN 2017 Pitt Meadows, BC

- Demonstrated collaborative communication skills with team members, resulting in optimized work efficiency.

## DESIGN PROJECTS

### Product Designer • Tangerine

JAN 2021 - MARCH 2021 Capstone

- Individually designed a prototype for an innovative donation app that tackles deficient donation habits in Canadian millennials under narrow timelines by employing proficient use of Figma.
- Developed an engaging and meaningful app experience by executing key human-centered design principles in a structured manner.

### Content Designer & Facilitator • HelloFresh

FEBRUARY 2021 Sprint (remote)

- Designed an intuitive web app solution that improves the expediency of HelloFresh's recipe ideation process by facilitating a sprint using Figma and keeping team members on track in terms of adhering to the structural integrity of the design process.
- Articulated engaging and concise copy within the prototype and pitch slide deck, resulting in constructive project feedback from the HelloFresh team and an engaging product experience.

## EDUCATION

### User Experience Design Diploma

BrainStation  
JAN 2021 - APRIL 2021 • (Remote)

### Bachelors of Arts in Communication

Simon Fraser University (SFU)  
SEPT 2015 - JUNE 2019 • Vancouver

## COMPETENCIES

### Design

- User Experience
- User Interface
- Branding
- UX Writing
- Prototyping
- User Research
- User Testing
- Wireframing
- Product Strategy
- Responsive Web Design

### Tools

- Figma
- Sketch
- Zeplin
- Adobe Illustrator
- Adobe Photoshop
- Principle
- InVision
- Google Docs, Sheets, Slides

## INTERESTS

- Psychology
- Economics
- Blockchain
- Tech & Fintech
- Writing
- Reading